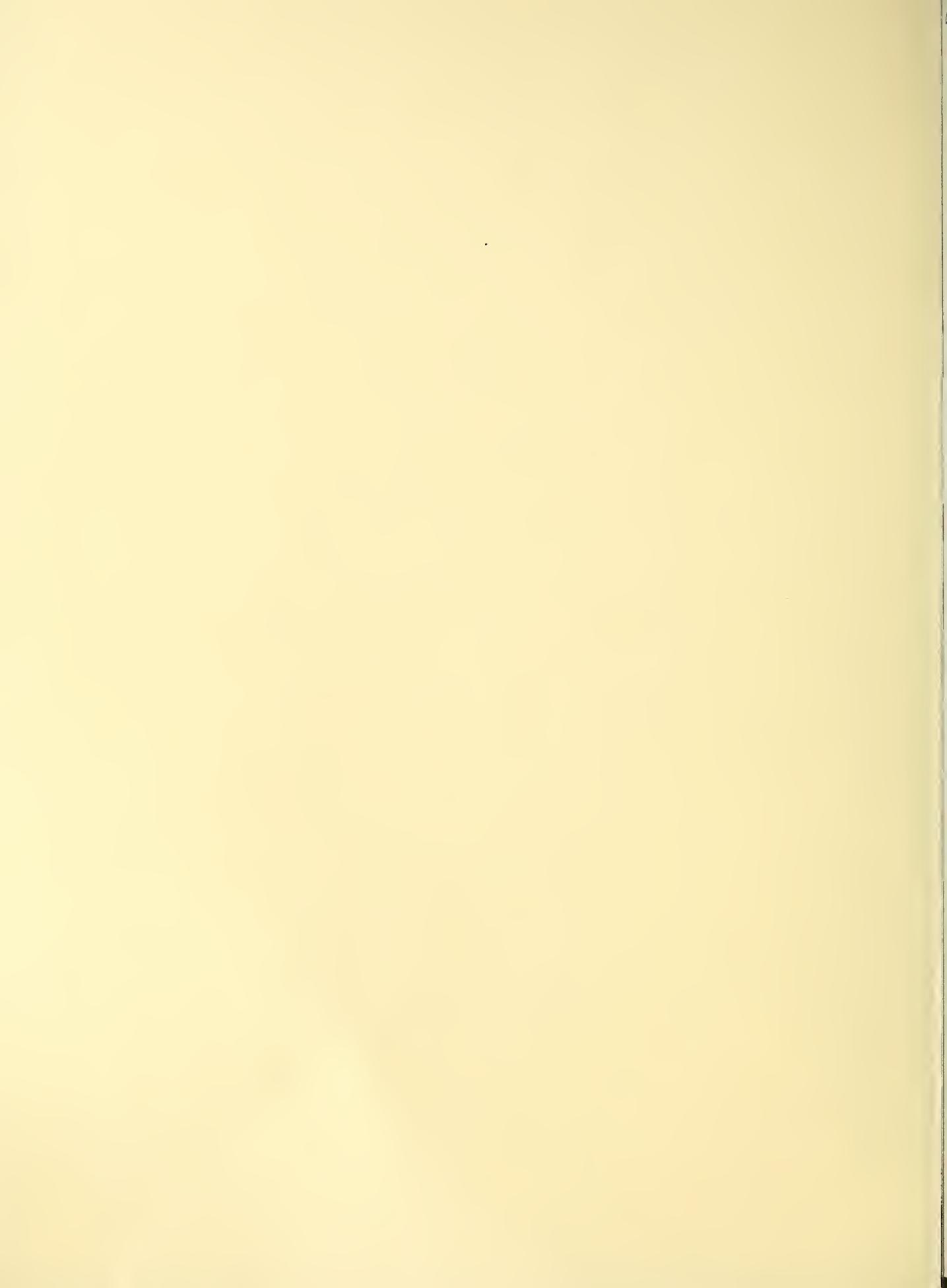


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CONSUMER PURCHASES OF Selected Fruits and Juices

JANUARY 1958



CPFJ-59

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

March 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
JANUARY 1958

The data in this report represent estimated total purchases :
by household consumers only and do not include those by hotels, :
restaurants, hospitals, or other institutional outlets. Data for :
single months are for 4-week periods (28 days) only in order to :
permit comparisons between periods of equal length.

SUMMARY

United States household consumers purchased fewer fresh oranges and less frozen concentrated orange juice in 4 weeks in January 1958 than in the corresponding 4-week period a year earlier. In contrast, purchases of other orange products increased. Canned single-strength grapefruit juice and grapefruit sections were bought in moderately greater volume, but buying of frozen concentrated grapefruit juice and fresh grapefruit declined. Fresh lemon purchases rose 20 percent, while purchases of single-strength lemon juice declined considerably. Tangerine purchases were down about two-thirds. Buying of prune juice in January 1958 dropped slightly below the year earlier level, but purchases of tomato and other single-strength juices increased.

Substantially higher prices were paid for frozen concentrated orange juice, fresh oranges, grapefruit, and tangerines in January 1958 than in either the preceding month or in January 1957. The advance in prices from December reflected damage to the Florida citrus crop as a result of freezes in December and January. On the other hand, prices paid for single-strength orange and lemon juices, frozen lemonade concentrate, and fresh lemons were considerably lower than a year earlier, and about the same as in December 1957.

Consumer expenditures for juices, ades, and fresh citrus fruit totaled about \$94 million for a 4-week period in January 1958, 8 percent more than in the corresponding period a year earlier. (Data in this report are for 28-day "months" to facilitate comparisons.) About \$49.3 million, a gain of 12 percent, was spent for fresh oranges and orange products; about \$15.6 million, up 5 percent, for grapefruit and grapefruit products; while expenditures for lemons and lemon products remained at about \$4.2 million. Expenditures for tangerines--\$2.1 million--were down 47 percent. About \$23 million dollars were spent for prune, tomato, and other single-strength juices, blends, and concentrates not individually reported, a 20 percent gain over the corresponding period in January 1957.

Frozen juices, chilled juice, and ades: In January 1958, U. S. household consumers paid an average of 18.9 cents for a 6-ounce can of frozen concentrated orange juice, 3 cents more than in December 1957, 2.6 cents more than a year earlier, and the highest since November 1953. Purchases of frozen orange concentrate totaled 4.6 million gallons in the 4-week period in January, 6 percent less than in the corresponding period a year earlier and the lowest volume since mid-1956 (table 1, fig. 4).

About 28 percent of the Nation's families bought frozen orange concentrate in January 1958, the same proportion as a year earlier, but the quantity purchased per buying family averaged only 7.1 cans compared with 7.6 cans in January 1957.

Expenditures for frozen orange concentrate in the 4-week period averaged \$1.34 per buying family, compared with \$1.24 in January a year earlier and an average of \$1.20 per month for the 1956-57 marketing season (October through September). Consumer expenditures for frozen orange concentrate in the 28 days totaled \$18.7 million, 8 percent above the corresponding period a year earlier.

Less than 1 percent of U. S. families bought frozen concentrated grapefruit juice in January 1958, too small a proportion to permit analysis (table 5).

January 1958 purchases of frozen concentrated juices other than orange and grapefruit amounted to 718,000 gallons, up 25 percent from the preceding 28-day period and up 46 percent from January 1957. Prices paid for "other" frozen juices averaged 18.5 cents per 6-ounce can, slightly more than a year earlier. Total consumer expenditures for "other" frozen concentrated juices were about \$2.8 million, or 48 percent more than in the corresponding 28-day period in January 1957.

Somewhat more than 4 percent of U. S. families bought chilled orange juice during January 1958, the highest proportion since reporting of this product was initiated in October 1956. The gain in the proportion of buying families more than offset a moderate decline in the quantity purchased per buying family, and total purchases rose 28 percent to a record 2.1 million gallons. An average of 35.4 cents was paid for a quart of chilled orange juice in January 1958, 0.4 cent more than a year earlier. Total consumer expenditures for chilled orange juice approximated \$3 million for the 4-week period or 29 percent more than in January 1957 (table 4).

Consumer purchases of canned single-strength orangeade in January 1958--402,000 cases equivalent 24 No. 2's--and prices paid--28.2 cents per 46-ounce can--were nearly the same as a year earlier. A 12-percent loss in the quantity purchased per buying family was offset by a gain in the proportion of families buying the product. January 1958 consumer expenditures for single-strength orangeade totaled about \$1.1 million, moderately more than a year earlier (table 2, fig. 5).

Purchases of shelf-pack orangeade were somewhat greater than in January 1957. About 1 percent of the Nation's families bought the product with prices paid averaging 16.9 cents per 6-ounce can, slightly less than in January 1957. Total consumer expenditures for the concentrate were about \$400,000 in the 28-day period.

Approximately 180,000 gallons of frozen lemonade concentrate were purchased in January 1958, about the same quantity as a year earlier. Prices paid--12.9 cents per 6-ounce can--were 2 cents below the level of January 1957. Consumers spent about \$500,000 for this product in the 4 weeks, or 11 percent less than in the corresponding period in January 1957.

Canned juices and fruit: The 1.4 million cases (equivalent 24 No. 2's) of canned single-strength orange juice purchased in January 1958 represented the largest monthly (28-day period) volume of purchases in 4 years. In comparison with a year earlier, purchases increased 55 percent; average buying family purchases, 6 percent; and the proportion of buying families, 4 percentage points

(to 12 percent). Prices paid declined from 35 to 31.1 cents per 46-ounce can. Despite lower prices, consumer expenditures for canned orange juice climbed from \$3.1 million in January 1957 to \$4.3 million in January 1958, a gain of 36 percent (table 2, fig. 6).

Nearly 1 million cases (equivalent 2⁴ No. 2's) of canned single-strength grapefruit juice were purchased in January 1958, a 10-percent increase over the corresponding 4-week period the year before. The gain reflected a somewhat larger proportion of families buying but smaller purchases per buying family. Purchases were made at an average price of 27.3 cents per 46-ounce can, 0.6 cent less than a year earlier. Consumer expenditures for canned grapefruit juice totaled about \$2.6 million in the 28 days, 8 percent more than in January 1957.

Purchases of canned single-strength lemon juice--38,000 cases equivalent 2⁴ No. 2's--were down 16 percent from January 1957. The decline was associated with a smaller proportion of buying families and smaller average purchases per family. An average of 10 cents was paid for a 5¹/₂-6-ounce can of lemon juice, the lowest since mid-1952. Total consumer expenditures for single-strength lemon juice in the 4 weeks amounted to \$326,000, down one-fourth from the corresponding period a year earlier and the lowest reported for any month in this series.

January 1958 purchases of prune juice--684,000 cases equivalent 2⁴ No. 2's--were slightly below the volume of the year earlier. Purchases per buying family averaged 2.3 quarts in the 4-week period, about 7 percent less than in January 1957. The proportion of families buying--about 8 percent--and prices paid--32.9 cents per quart--were nearly unchanged. Consumer expenditures for prune juice amounted to about \$3.1 million in the 28-day period, slightly less than in January 1957 (tables 2 and 4).

Household buying of tomato juice in January 1958 totaled 1.9 million cases (equivalent 2⁴ No. 2's), 6 percent more than a year earlier. The gain was associated with an increase in the proportion of families buying the product. Prices paid--27.7 cents per 46-ounce can--were down 0.5 cent. Consumers spent about \$5.4 million for tomato juice in the 4 weeks, 5 percent more than a year earlier.

Purchases of single-strength juices not individually reported totaled 3.5 million cases (equivalent 2⁴ No. 2's), up 16 percent from January 1957. On the average, 31.8 cents was paid for a 46-ounce can of "other" juices, or about 1 cent more than a year earlier. Approximately \$11.8 million was spent by households for "other" juices in the 28-day period, up 14 percent from January 1957.

Total purchases of canned single-strength juices in January 1958 amounted to 8.4 million cases (equivalent 2⁴ No. 2's), up 1.1 million cases or 16 percent from a year earlier. Consumer expenditures for single-strength juices totaled about \$27.3 million or 12 percent more than in the corresponding 1957 period. Nearly 26 percent of the total expenditure reflected purchases of the reported citrus juices, 11 percent prune juice, 20 percent tomato juice, and the balance was spent for all other juices.

Purchases of canned grapefruit sections amounted to 300,000 cases (equivalent 480 ounces per case) in the January 1958 4-week period, roughly 50 percent more than in the preceding month, and 7 percent more than in January 1957. Consumers paid about 19 cents for a No. 303 can of the product, up 0.9 cent from a year earlier. Total consumer expenditures for canned grapefruit sections in the 4-week period--about \$1.7 million--were approximately 12 percent more than in the corresponding period a year earlier (table 5).

Fresh fruit: During the 4-week period in January 1958, household consumers bought about 2.7 million boxes of fresh oranges, approximately 4 percent less than in the corresponding period a year earlier. The lower volume of purchases reflected a decrease of 2 percentage points in the proportion of buying families (about 41 percent bought), and some gain in the quantity purchased per buying family. An average of 49.5 cents per dozen was paid for oranges in January 1958, an increase of 7.7 cents from a year earlier. A total of \$21.9 million was spent by householders for fresh oranges, about 10 percent more than in January 1957 (table 3, figs. 7 and 8).

Purchases of California-Arizona oranges which amounted to about 1 million boxes, a 5-percent gain from January 1957, reflected a slight increase in the proportion of buying households. Approximately 62 cents per dozen was paid for these oranges, roughly 10 cents more than in either the preceding month or in January 1957. Consumers spent about \$10.1 million for California-Arizona oranges in the 4-week period, 22 percent more than in the corresponding period a year earlier.

Florida orange purchases also totaled about 1 million boxes in January 1958, with 14 percent of the Nation's families buying the fruit. This reflected a decline of 22 percent in volume and 5 percentage points in the proportion of buying families. Consumers paid about 42 cents a dozen for Florida oranges, an advance of 6 cents from both the preceding month and a year earlier. Household expenditures for Florida oranges in the 4 weeks totaled \$7.2 million, 10 percent less than a year earlier.

Purchases of Texas oranges amounted to about 200,000 boxes--a 50-percent increase--in January 1958, and the largest monthly volume of purchases in 7 years. About 32 cents was paid in January for a dozen Texas oranges, 6.4 cents more than a year earlier. Consumers spent about \$1.1 million for Texas oranges or about 82 percent more than in the corresponding period of 1957.

The volume of purchases of oranges not identified as to area of production--440,000 boxes--rose 13 percent from a year earlier, reflecting larger purchases per buying family. Consumers paid 4.5 cents more per dozen for unidentified oranges, while total expenditures--\$3.5 million--increased 21 percent from January 1957.

January 1958 purchases of fresh grapefruit totaled 2 million boxes, nearly the same as a year earlier. The proportion of families buying--28 percent--was down 2 percentage points, but the number of grapefruit purchased per buying family increased. On the average, consumers paid 88.5 cents per dozen for

grapefruit, 5 cents more than in the preceding month and 8 cents more than in January 1957. Total consumer expenditures for grapefruit approximated \$11 million, moderately more than in January 1957 (table 3, figs. 2 and 7).

Consumer buying of Florida grapefruit--1 million boxes--declined 11 percent from a year earlier. The lower volume reflected a loss of 3 percentage points in the proportion of families buying, but somewhat larger purchases per buying family. Consumers paid about 99.2 cents for a dozen Florida grapefruit in January 1958, 7 cents more than in December 1957 and 11.6 cents more than in January a year earlier. Despite higher prices, total consumer expenditures for Florida grapefruit in the 28-day period--approximately \$6.2 million--dropped 6 percent from the level of a year earlier.

Household purchases of Texas and California-Arizona grapefruit, about 328,000 and 226,000 boxes, respectively, registered a moderate gain for Texas grapefruit, and a 26-percent gain for California-Arizona grapefruit. Prices paid for Texas grapefruit averaged 80.2 cents per dozen, up about 17 cents from January 1957, while prices paid for California-Arizona grapefruit--67 cents per dozen--fell nearly 6 cents. "Unidentified" grapefruit buying scored a 12-percent gain. Consumer expenditures for California-Arizona grapefruit in January 1958 amounted to about \$900,000; for Texas grapefruit, \$1.6 million; and for "unidentified" grapefruit, \$2.3 million, all substantially higher than a year earlier.

Consumer buying of lemons rose from 217,000 boxes in January 1957 to 261,000 boxes in January 1958, or 20 percent. The increase in volume reflected gains of about 1 percentage point in the proportion of buying families, and 16 percent in family purchases. Prices paid declined from 50.1 to 46.9 cents per dozen. The estimated \$3.4 million spent by consumers for lemons in January 1958 reflected an 8-percent increase over a year earlier (table 3, figs. 3 and 7).

About 308,000 boxes of tangerines were bought for home use in January 1958, approximately 64 percent less than in January 1957. The proportion of families buying--7 percent--was less than half that of a year earlier, and there was about a 20-percent decrease in the quantity purchased per buying family. Householders paid an average of 47 cents per dozen for tangerines in January 1958, a 15-cents advance from a year earlier. The \$2.1 million spent by household consumers for tangerines in January 1958 was half the amount spent in the corresponding 4-week period in 1957.

Table 1.--Frozen juices, chilled juice, and concentrated ades: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price paid | | |
|-----------------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|--------------------|-------|-------|
| | | | | | Purchases | | Quantity per purchase | | | | |
| | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | Unit | 1958 | 1957 |
| | Percent | Percent | 1,000 gallons | 1,000 gallons | Number | Number | Ounces | Ounces | Ounces | Cents | Cents |
| Frozen concentrated juices: | | | | | | | | | | | |
| Orange..... | 27.9 | 27.9 | 4,626 | 4,945 | 2.2 | 2.2 | 19.3 | 20.8 | 6 | 18.9 | 16.3 |
| Grapefruit..... | 1/ | 1.2 | 1/ | 87 | 1/ | 1.3 | 1/ | 13.9 | 6 | 1/ | 14.0 |
| Other concentrates..... | 2/ | 2/ | 718 | 491 | 2/ | 2/ | 13.2 | 14.1 | 6 | 18.5 | 18.3 |
| Total..... | 30.9 | 29.7 | 5,408 | 5,523 | 2.5 | 2.4 | 18.1 | 19.8 | | | |
| Chilled orange juice..... | 4.3 | 3.2 | 2,129 | 1,666 | 3.2 | 3.4 | 39.1 | 39.1 | 3/32 | 35.4 | 35.0 |
| Concentrated ades: | | | | | | | | | | | |
| Frozen: | | | | | | | | | | | |
| Lemonade..... | 2.3 | 2.1 | 181 | 176 | 1.4 | 1.4 | 14.8 | 15.7 | 6 | 12.9 | 14.9 |
| Shelf-pack: | | | | | | | | | | | |
| Orangeade..... | 1.0 | 1/ | 109 | 1/ | 1.6 | 1/ | 18.1 | 1/ | 6 | 16.9 | 1/ |

1/ Too few purchases for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price paid | | |
|--------------------------------|-----------------------------------|---------|----------------|----------------|-------------------|--------|-----------------------|--------|--------------------|-------|-------|
| | | | | | Purchases | | Quantity per purchase | | | | |
| | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | Unit | 1958 | 1957 |
| | Percent | Percent | 1,000 cases 1/ | 1,000 cases 1/ | Number | Number | Ounces | Ounces | Ounces | Cents | Cents |
| Single-strength juices: | | | | | | | | | | | |
| Orange..... | 11.8 | 8.0 | 1,353 | 871 | 1.7 | 1.7 | 58.2 | 55.0 | 46 | 31.1 | 35.0 |
| Grapefruit..... | 8.5 | 7.9 | 967 | 882 | 1.5 | 1.6 | 63.7 | 62.3 | 46 | 27.3 | 27.9 |
| Lemon..... | 1.9 | 2.1 | 38 | 45 | 1.2 | 1.3 | 14.0 | 14.4 | 5 ¹ /6 | 10.0 | 12.6 |
| Prune..... | 7.7 | 7.8 | 684 | 701 | 1.8 | 2.0 | 41.0 | 39.6 | 32 | 32.9 | 32.9 |
| Tomato..... | 18.8 | 17.8 | 1,892 | 1,777 | 1.6 | 1.6 | 56.2 | 54.7 | 46 | 27.7 | 28.2 |
| All other..... | 29.2 | 27.3 | 3,501 | 3,017 | 2.0 | 2.0 | 51.7 | 47.7 | 46 | 31.8 | 30.9 |
| Total..... | 50.9 | 47.2 | 8,435 | 7,293 | 2.7 | 2.7 | 53.3 | 50.1 | | | |
| Single-strength orangeade..... | 2.9 | 2.6 | 402 | 393 | 1.6 | 1.8 | 73.1 | 74.1 | 46 | 28.2 | 27.9 |
| Grapefruit sections..... | 5.4 | 5.3 | 300 | 280 | 1.5 | 1.4 | 34.9 | 36.5 | 2/16 | 19.0 | 18.1 |

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, January 1958 and 1957 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price paid per dozen | |
|-------------------------|-----------------------------------|------|----------------|---------|-------------------|-------------|-----------------------|--------|------------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | |
| | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 | 1958 | 1957 |
| Oranges: | | | Percent | Percent | 1,000 boxes | 1,000 boxes | Number | Number | Units | Units |
| California-Arizona..... | 21.4 | 20.1 | 1,031 | 978 | 1.8 | 1.7 | 19.3 | 11.4 | 61.9 | 52.4 |
| Florida..... | 14.4 | 19.2 | 991 | 1,269 | 2.0 | 1.9 | 29.0 | 14.9 | 42.0 | 35.8 |
| Unidentified..... | 10.0 | 9.9 | 440 | 388 | 1.6 | 1.4 | 18.2 | 11.9 | 47.2 | 42.7 |
| Total 1/..... | 41.2 | 43.4 | 2,666 | 2,772 | 2.2 | 2.0 | 27.3 | 13.2 | 49.5 | 41.8 |
| Grapefruit: | | | | | | | | | | |
| California-Arizona..... | 3.3 | 3.0 | 226 | 179 | 1.4 | 1.4 | 10.2 | 6.5 | 67.0 | 72.9 |
| Florida..... | 15.2 | 18.2 | 1,028 | 1,153 | 2.0 | 1.8 | 10.4 | 5.5 | 99.2 | 87.6 |
| Unidentified..... | 8.7 | 8.3 | 418 | 374 | 1.5 | 1.4 | 7.4 | 5.2 | 90.1 | 83.2 |
| Total 1/..... | 27.7 | 29.8 | 2,000 | 2,020 | 2.0 | 1.8 | 11.2 | 5.9 | 88.5 | 80.3 |
| Lemons..... | 17.6 | 16.5 | 261 | 217 | 1.6 | 1.5 | 10.2 | 5.9 | 46.9 | 50.1 |
| Tangerines..... | 7.2 | 15.5 | 308 | 856 | 1.5 | 1.5 | 15.9 | 13.1 | 46.9 | 31.7 |
| | | | | | | | | | | |

1/ Includes purchases of Texas fruit.

Table 4.--Chilled orange juice and single-strength prune juice: Consumer purchases and average price paid, October 1956 to date

| Period | Chilled orange juice | | | | | | Single-strength prune juice | | | | | |
|--------------------------|-----------------------------------|---------|---------------|---------------|------------------------------------|---------|-----------------------------------|---------|----------------|----------------|-----------------------------------|---------|
| | Percentage of all families buying | | Purchases | | Average price per equivalent quart | | Percentage of all families buying | | Purchases | | Average price per 32-ounce bottle | |
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| | Percent | Percent | 1,000 gallons | 1,000 gallons | Cents | Cents | Percent | Percent | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents |
| October..... | 3.5 | 3.0 | 1,794 | 1,146 | 36.3 | 36.8 | 7.7 | 8.1 | 666 | 687 | 33.0 | 32.2 |
| November..... | 4.1 | 2.7 | 1,869 | 1,296 | 35.8 | 37.3 | 7.4 | 7.6 | 634 | 662 | 33.2 | 32.6 |
| December..... | 3.5 | 3.3 | 1,786 | 1,579 | 35.9 | 36.1 | 7.3 | 7.6 | 619 | 592 | 33.1 | 32.7 |
| October-December 2/..... | | | 5,958 | 4,398 | | | | | 2,047 | 2,086 | | |
| January..... | 4.3 | 3.2 | 2,129 | 1,666 | 35.4 | 35.0 | 7.7 | 7.8 | 684 | 701 | 32.9 | 32.9 |
| February..... | | | | 1,650 | | 35.7 | | | 686 | | | 32.8 |
| March..... | | | | 1,794 | | 35.5 | | | 724 | | | 32.8 |
| October-March 2/..... | | | | 9,968 | | | | | | 4,366 | | |
| April..... | | | | 1,858 | | 35.6 | | | 699 | | | 32.7 |
| May..... | | | | 1,937 | | 35.2 | | | 663 | | | 32.6 |
| June..... | | | | 1,933 | | 34.9 | | | 629 | | | 32.8 |
| October-June 2/..... | | | | 16,185 | | | | | | 6,506 | | |
| July..... | | | | 1,674 | | 35.0 | | | 623 | | | 33.0 |
| August..... | | | | 1,574 | | 35.1 | | | 595 | | | 32.8 |
| September..... | | | | 1,525 | | 35.7 | | | 670 | | | 33.0 |
| Season 2/..... | | | | 21,347 | | 35.5 | | | 8,526 | | | 32.8 |
| | | | | | | | | | | | | |

1/ Equivalent cases 24 No. 2 cans...432 oz. per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 5.--Frozen concentrated grapefruit juice and canned grapefruit sections: Consumer purchases and average price paid, October 1956 to date

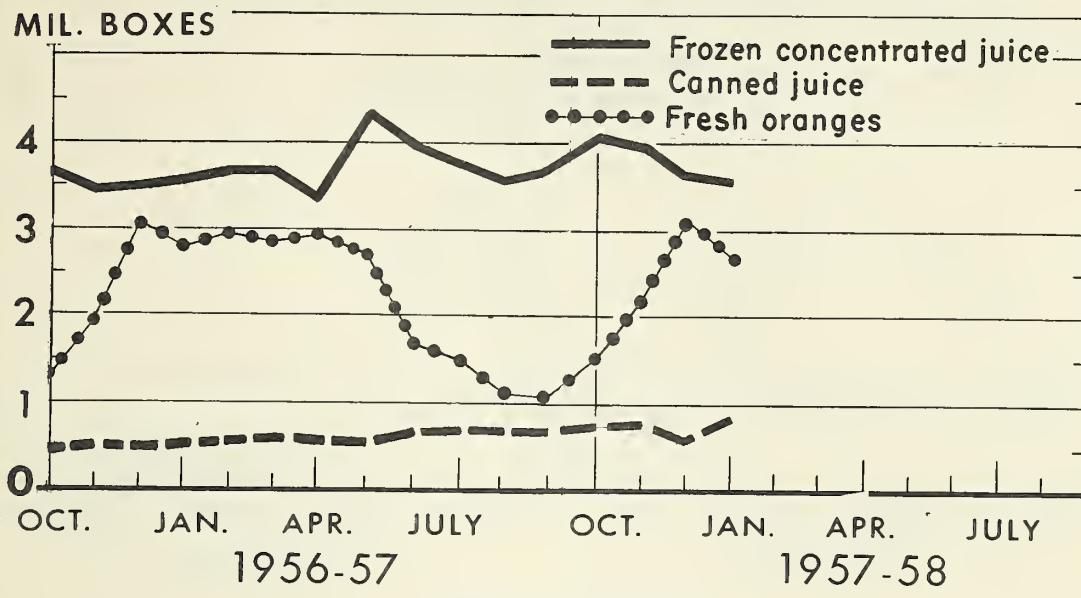
| Period | Frozen concentrated grapefruit juice | | | | | | Canned grapefruit sections | | | | | |
|--------------------------|--------------------------------------|---------|---------|-------------------------------|---------|---------|-----------------------------------|---------|---------|-------------------------------|---------|---------|
| | Percentage of all families buying | | | Average price per 6-ounce can | | | Percentage of all families buying | | | Average price per No. 303 can | | |
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| October..... | 1.0 | 1.3 | 73 | 98 | 15.5 | 14.3 | 5.2 | 6.7 | 282 | 384 | 18.7 | 18.1 |
| November..... | 2/ | 1.1 | 2/ | 70 | 2/ | 13.8 | 4.8 | 5.6 | 256 | 313 | 19.1 | 18.0 |
| December..... | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 4.1 | 5.0 | 209 | 261 | 19.0 | 18.6 |
| October-December 3/..... | | | 217 | 250 | | | | | 803 | 994 | | |
| January..... | 2/ | 1.2 | 2/ | 87 | 2/ | 14.0 | 5.4 | 5.3 | 300 | 280 | 19.0 | 18.1 |
| February..... | | 1.0 | | 81 | | 14.0 | | 5.0 | | 260 | | 18.1 |
| March..... | 2/ | | | 2/ | | 2/ | | 4.6 | | 250 | | 18.5 |
| October-March 3/..... | | | | 522 | | | | | | 1,853 | | |
| April..... | 2/ | | 2/ | | 2/ | | | 5.0 | | 238 | | 18.6 |
| May..... | 1.0 | | 70 | | 14.9 | | | 5.0 | | 242 | | 18.8 |
| June..... | 1.0 | | 92 | | 14.7 | | | 4.6 | | 248 | | 18.6 |
| October-June 3/..... | | | 751 | | | | | | | 2,638 | | |
| July..... | 2/ | | 2/ | | 2/ | | | 5.3 | | 296 | | 18.7 |
| August..... | 2/ | | 2/ | | 2/ | | | 5.4 | | 301 | | 19.1 |
| September..... | 2/ | | 2/ | | 2/ | | | 5.1 | | 285 | | 18.7 |
| Season 3/..... | | | 942 | | 14.4 | | | | | 3,588 | | 18.5 |
| | | | | | | | | | | | | |

1/ Equivalent cases 24 No. 2 cans, 480 oz. per case.

2/ Too few purchases reported for analysis.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665- 58 (3). AGRICULTURAL MARKETING SERVICE

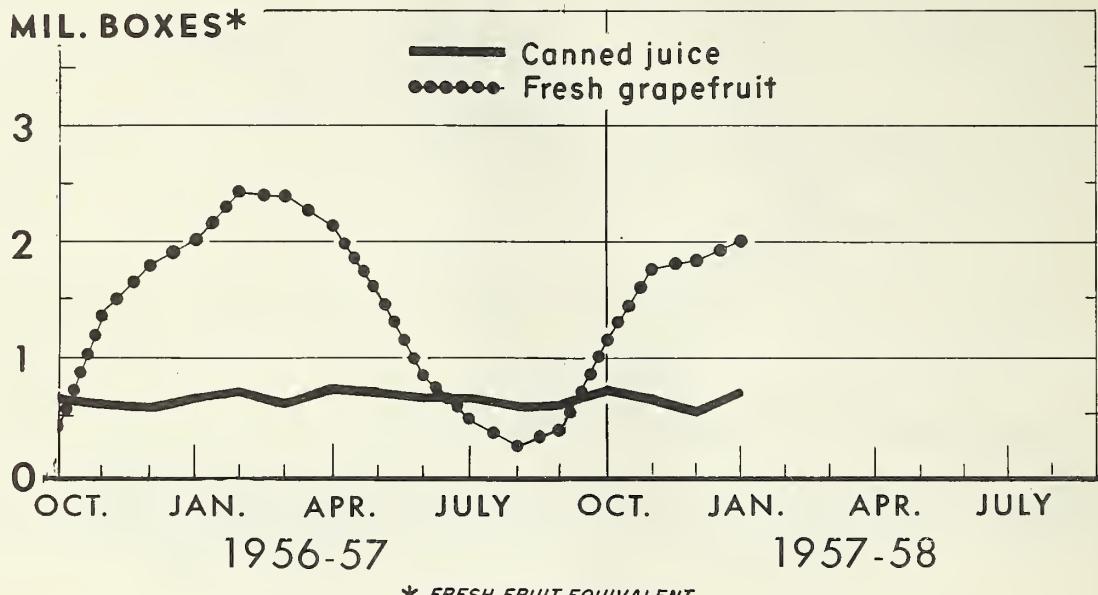
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

| Period | Fresh oranges | | Frozen concentrated orange juice | | Canned single-strength orange juice | | Total | |
|---------------------|---------------|---------|----------------------------------|---------|-------------------------------------|---------|---------|---------|
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| October | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| November | 1,526 | 1,301 | 4,037 | 3,620 | 724 | 459 | 6,287 | 5,380 |
| December | 2,162 | 1,961 | 3,981 | 3,440 | 750 | 494 | 6,893 | 5,895 |
| October-December 1/ | 3,039 | 3,045 | 3,649 | 3,496 | 595 | 480 | 7,283 | 7,021 |
| January | 7,343 | 7,068 | 12,557 | 11,360 | 2,218 | 1,558 | 22,118 | 19,986 |
| February | 2,666 | 2,772 | 3,557 | 3,531 | 836 | 516 | 7,059 | 6,819 |
| March | 2,944 | 2,944 | 3,689 | 3,689 | 566 | 541 | 7,199 | 7,541 |
| October-March 1/ | 2,870 | 2,870 | 3,664 | 3,664 | 588 | 541 | 7,122 | 6,291 |
| April | 16,405 | | 23,157 | | 3,353 | | 42,915 | |
| May | 2,938 | | 3,372 | | 571 | | 6,881 | |
| June | 2,719 | | 4,281 | | 541 | | 7,541 | |
| October-June 1/ | 1,676 | | 3,970 | | 645 | | 6,291 | |
| July | 21,276 | | 35,734 | | 5,271 | | 65,281 | |
| August | 1,477 | | 3,786 | | 690 | | 5,953 | |
| September | 1,129 | | 3,590 | | 677 | | 5,396 | |
| Season 1/ | 1,045 | | 3,674 | | 681 | | 5,400 | |
| | 20,193 | | 47,640 | | 7,482 | | 83,315 | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (3) AGRICULTURAL MARKETING SERVICE

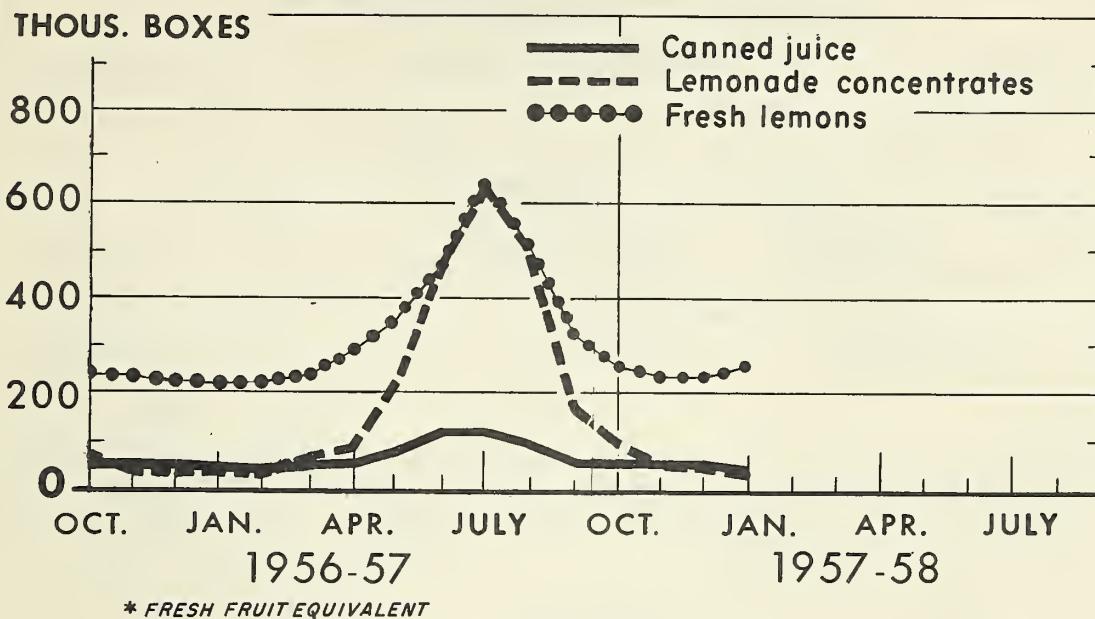
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

| Period | Fresh grapefruit | | Canned single-strength grapefruit juice | | Total |
|--------------------------|------------------|-------------|---|-------------|--------|
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | |
| October..... | 1,152 | 444 | 715 | 674 | 1,867 |
| November..... | 1,726 | 1,359 | 667 | 620 | 2,393 |
| December..... | 1,825 | 1,839 | 554 | 592 | 2,379 |
| October-December 1/..... | 5,146 | 4,076 | 2,099 | 2,663 | 7,245 |
| January..... | 2,000 | 2,020 | 722 | 673 | 2,722 |
| February..... | | 2,407 | | 716 | 3,123 |
| March..... | | 2,389 | | 608 | 2,997 |
| October-March 1/..... | | 11,492 | | 4,839 | 16,331 |
| April..... | | | 2,131 | 735 | 2,866 |
| May..... | | | 1,540 | 729 | 2,269 |
| June..... | | | 680 | 668 | 1,548 |
| October-June 1/..... | | | 16,359 | 7,118 | 23,477 |
| July..... | | | 477 | 652 | 1,129 |
| August..... | | | 246 | 605 | 851 |
| September..... | | | 392 | 605 | 997 |
| Season 1/..... | | | 17,510 | 9,122 | 26,632 |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667- 58 (3) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

| Period | Fresh lemons | | Lemon juice 1/ | | Concentrate for lemonade | | | | Total | |
|--------------------------|--------------|---------|----------------|---------|--------------------------|---------|----------|---------|---------|---------|
| | | | | | Frozen | | Total 2/ | | | |
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| October..... | 259 | 248 | 55 | 53 | 88 | 74 | 89 | 75 | 403 | 376 |
| November..... | 226 | 232 | 51 | 44 | 48 | 31 | 50 | 32 | 327 | 308 |
| December..... | 243 | 223 | 57 | 50 | 43 | 35 | 45 | 36 | 345 | 309 |
| October-December 3/..... | 790 | 774 | 178 | 162 | 188 | 151 | 194 | 154 | 1,162 | 1,090 |
| January..... | 261 | 217 | 41 | 49 | 38 | 37 | 39 | 38 | 341 | 304 |
| February..... | | 220 | | 42 | | 34 | | 35 | | 297 |
| March..... | | 239 | | 50 | | 59 | | 61 | | 350 |
| October-March 3/..... | | 1,508 | | 315 | | 291 | | 298 | | 2,121 |
| April..... | | 285 | | 51 | | 77 | | 80 | | 416 |
| May..... | | 359 | | 70 | | 213 | | 216 | | 645 |
| June..... | | 472 | | 115 | | 471 | | 478 | | 1,065 |
| October-June 3/..... | | 2,727 | | 567 | | 1,138 | | 1,152 | | 4,446 |
| July..... | | 642 | | 116 | | 618 | | 629 | | 1,387 |
| August..... | | 508 | | 95 | | 487 | | 500 | | 1,103 |
| September..... | | 327 | | 60 | | 154 | | 160 | | 547 |
| Season 3/..... | | 4,322 | | 855 | | 2,461 | | 2,511 | | 7,688 |

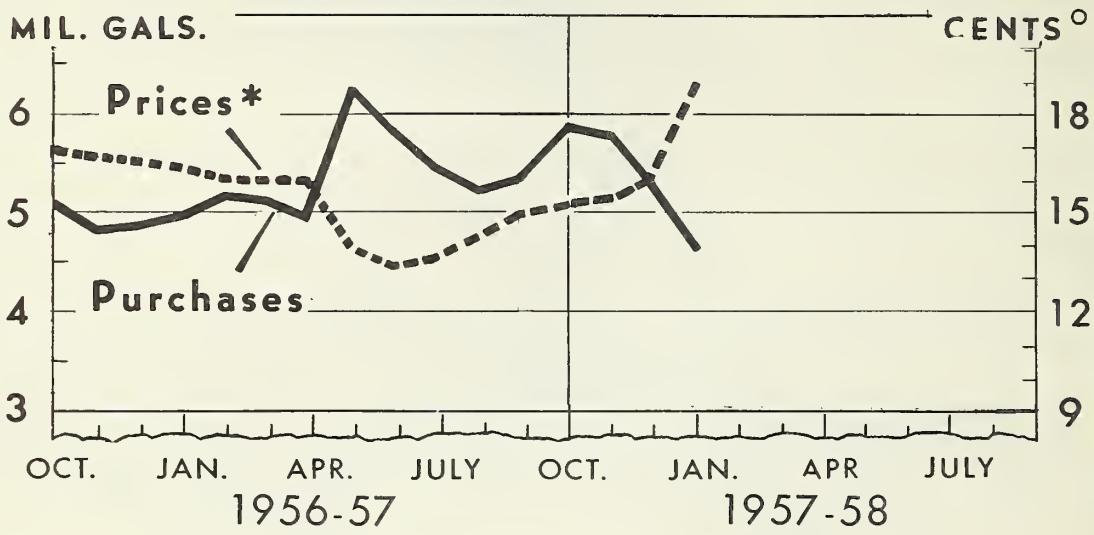
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (3) AGRICULTURAL MARKETING SERVICE

Figure 4

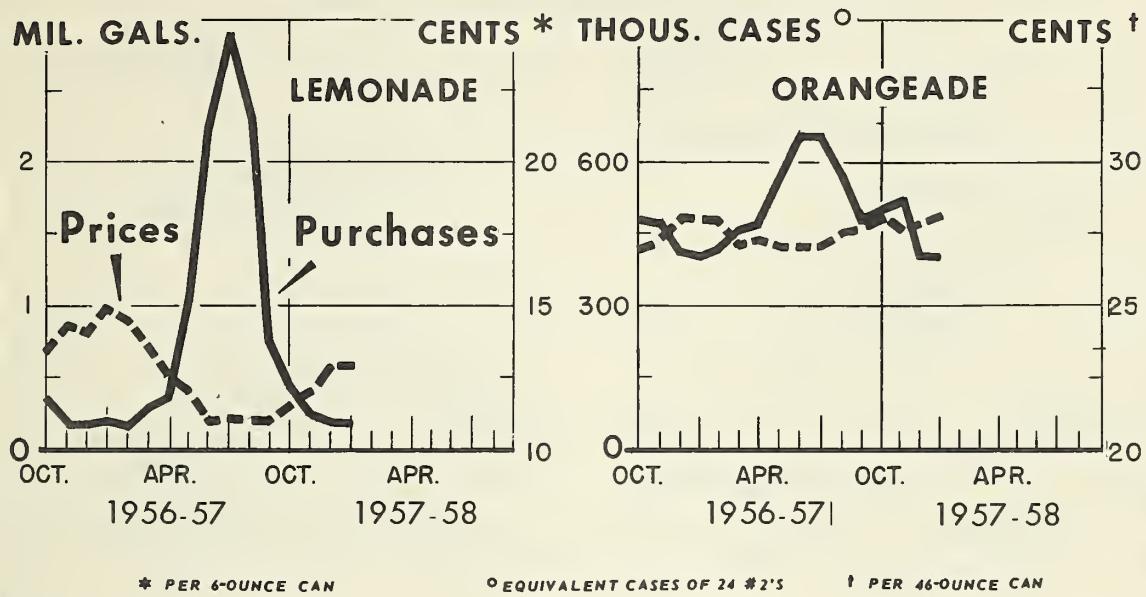
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

| Period | Percentage of all families buying | | Purchases | | Average price per 6 oz. can | |
|--------------------------|-----------------------------------|---------|-----------|---------|-----------------------------|---------|
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| October..... | 30.9 | 29.3 | 5,851 | 5,070 | 15.2 | 17.0 |
| November..... | 31.2 | 28.6 | 5,770 | 4,818 | 15.4 | 16.7 |
| December..... | 29.3 | 28.9 | 5,288 | 4,896 | 15.9 | 16.6 |
| October-December 1/..... | | | 18,198 | 15,911 | | |
| January..... | 27.9 | 27.9 | 4,626 | 4,945 | 18.9 | 16.3 |
| February..... | 28.3 | | | 5,166 | | 16.0 |
| March..... | 27.7 | | | 5,132 | | 15.9 |
| October-March 1/..... | | | | 32,433 | | |
| April..... | | 28.0 | | 4,959 | | 15.9 |
| May..... | | 30.8 | | 6,296 | | 14.0 |
| June..... | | 30.3 | | 5,838 | | 13.3 |
| October-June 1/..... | | | | 50,928 | | |
| July..... | | 29.7 | | 5,407 | | 13.5 |
| August..... | | 29.3 | | 5,203 | | 14.2 |
| September..... | | 28.6 | | 5,325 | | 14.9 |
| Season 1/..... | | | | 68,183 | | 15.3 |
| | | | | | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (3) 'AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade concentrate and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

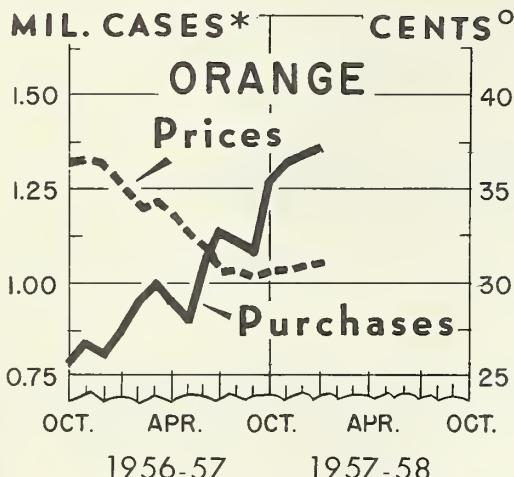
| Period | Frozen lemonade concentrate | | | | | | Canned single-strength orangeade | | | | | |
|--------------------------|-----------------------------|---------|-----------|---------|-----------------------------|---------|----------------------------------|---------|-----------|----------|------------------------------|---------|
| | Percentage of all: | | Purchases | | Average price per 6 oz. can | | Percentage of all: | | Purchases | | Average price per 46 oz. can | |
| | families buying | Percent | gallons | gallons | Cents | Cents | families buying | Percent | cases 1/ | cases 1/ | Cents | Cents |
| 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 |
| October..... | 3.6 | 3.8 | 415 | 350 | 11.5 | 13.4 | 3.9 | 3.4 | 494 | 484 | 28.0 | 26.9 |
| November..... | 2.3 | 1.9 | 228 | 148 | 12.0 | 14.3 | 3.6 | 3.4 | 518 | 466 | 27.5 | 27.2 |
| December..... | 2.4 | 1.9 | 203 | 166 | 12.9 | 14.1 | 3.0 | 2.9 | 412 | 401 | 27.9 | 28.0 |
| October-December 2/..... | | | 891 | 718 | | | | | 1,514 | 1,428 | | |
| January..... | 2.3 | 2.1 | 181 | 176 | 12.9 | 14.9 | 2.9 | 2.6 | 402 | 393 | 28.2 | 27.9 |
| February..... | | 1.9 | | 161 | 14.4 | | | 3.2 | | 409 | | 27.9 |
| March..... | | 2.8 | | 280 | 13.4 | | | 3.2 | | 450 | | 27.0 |
| October-March 2/..... | | | | 1,382 | | | | | | 2,701 | | |
| April..... | | 3.5 | | 366 | | 12.4 | | 3.4 | | 465 | | 27.2 |
| May..... | | 8.5 | | 1,010 | | 11.9 | | 4.2 | | 572 | | 26.8 |
| June..... | | 17.0 | | 2,231 | | 11.0 | | 4.8 | | 652 | | 26.8 |
| October-June 2/..... | | | | 5,597 | | | | | | 4,609 | | |
| July..... | | 19.1 | | 2,930 | | 11.1 | | 4.4 | | 653 | | 26.8 |
| August..... | | 16.0 | | 2,307 | | 10.9 | | 4.4 | | 576 | | 27.4 |
| September..... | | 6.4 | | 730 | | 10.9 | | 3.4 | | 470 | | 27.5 |
| Season 2/..... | | | | 11,764 | | 11.5 | | | | 6,463 | | 27.2 |
| | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

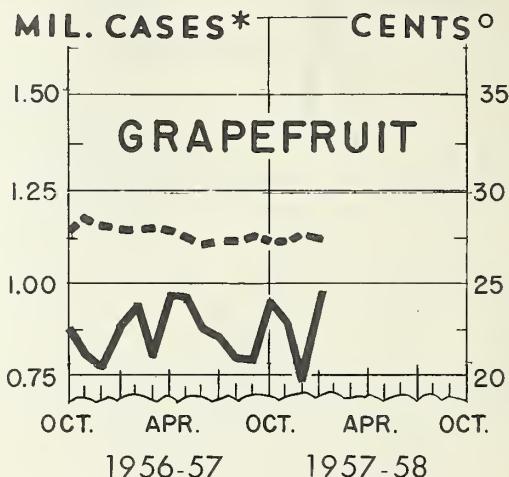
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (3) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

| Period | Orange | | | | | | Grapefruit | | | | | |
|---------------------|-----------------------------------|---------|-----------|---------|------------------------------|---------|-----------------------------------|---------|-----------|---------|------------------------------|---------|
| | Percentage of all families buying | | Purchases | | Average price per 46 oz. can | | Percentage of all families buying | | Purchases | | Average price per 46 oz. can | |
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1957-58 | 1956-57 | 1956-57 |
| October | 10.9 | 7.9 | 1,268 | 775 | 30.6 | 36.4 | 8.1 | 8.0 | 959 | 884 | 27.4 | 27.9 |
| November | 11.5 | 8.0 | 1,313 | 834 | 30.7 | 36.6 | 7.8 | 7.2 | 894 | 813 | 27.4 | 28.6 |
| December | 9.6 | 7.9 | 1,042 | 810 | 30.9 | 36.4 | 6.6 | 6.6 | 743 | 776 | 27.6 | 28.1 |
| October-December 2/ | | | 3,885 | 2,631 | | | | | 2,814 | 2,663 | | |
| January | 11.8 | 8.0 | 1,353 | 871 | 31.1 | 35.0 | 8.5 | 7.9 | 967 | 882 | 27.3 | 27.9 |
| February | | | 9.1 | 956 | | 34.0 | | 8.1 | 939 | 888 | | 27.9 |
| March | | | 9.1 | 993 | | 34.4 | | 7.3 | 797 | 797 | | 28.1 |
| October-March 2/ | | | | 5,663 | | | | | | 5,515 | | |
| April | | | 9.2 | 949 | | 33.9 | | 8.3 | 978 | 888 | | 27.8 |
| May | | | 8.1 | 898 | | 32.7 | | 8.1 | 969 | 888 | | 27.4 |
| June | | | 9.0 | 1,071 | | 31.9 | | 7.5 | 888 | 888 | | 27.1 |
| October-June 2/ | | | | 8,849 | | | | | | 8,545 | | |
| July | | | 9.9 | 1,146 | | 30.5 | | 7.4 | 854 | 854 | | 27.4 |
| August | | | 9.6 | 1,124 | | 30.6 | | 7.2 | 793 | 793 | | 27.3 |
| September | | | 9.5 | 1,132 | | 30.3 | | 7.2 | 793 | 793 | | 27.6 |
| Season 2/ | | | | 12,522 | | 33.3 | | | 11,172 | 11,172 | | 27.8 |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

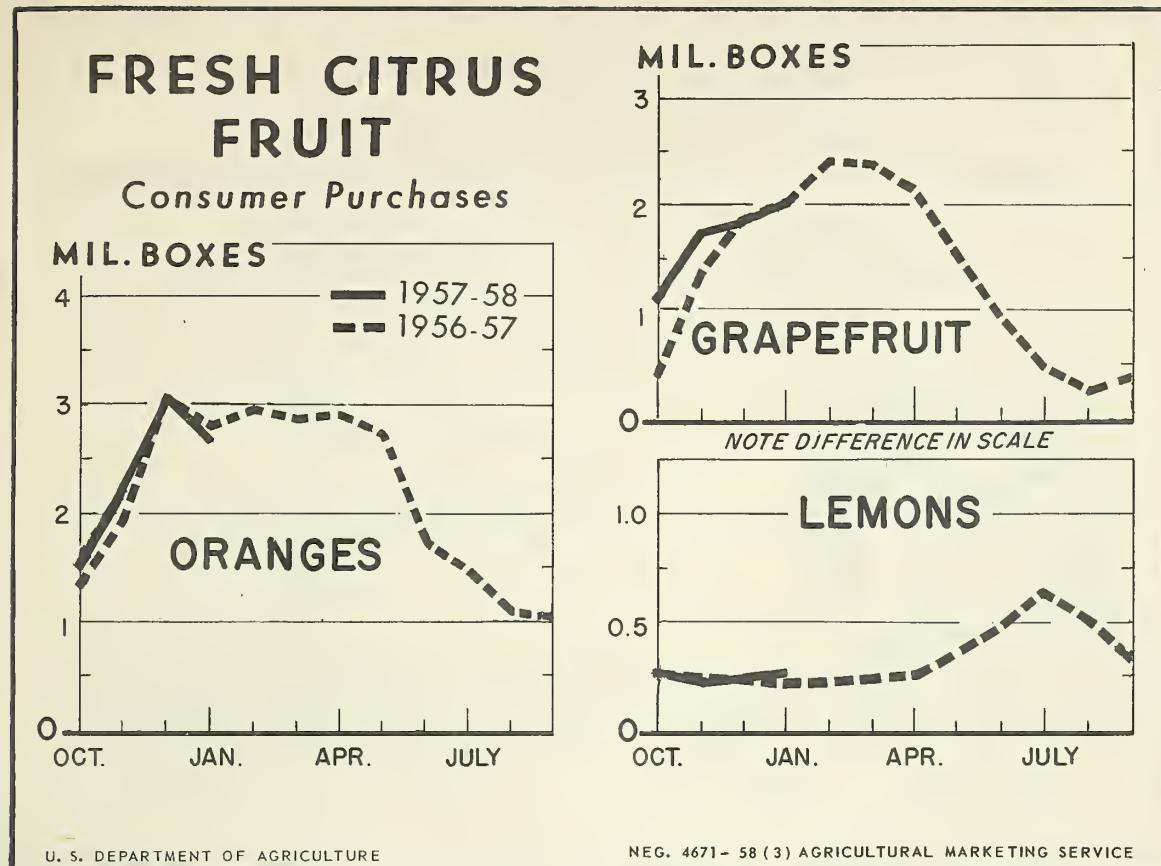


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

| Period | Oranges | | | | Grapefruit | | | | Lemons | | | | |
|--------------------------|-------------|-------------|---------------|---------|-------------|-------------|---------------|---------|-------------|-------------|---------------|---------|---------|
| | Purchases | | Average price | | Purchases | | Average price | | Purchases | | Average price | | |
| | 1,000 boxes | 1,000 boxes | cents | cents | 1,000 boxes | 1,000 boxes | cents | cents | 1,000 boxes | 1,000 boxes | cents | cents | |
| 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| October..... | 1,526 | 1,301 | 46.9 | 45.2 | 1,152 | 444 | 90.8 | 118.7 | 259 | 248 | 44.1 | 46.2 | |
| November..... | 2,162 | 1,961 | 39.8 | 40.0 | 1,726 | 1,359 | 85.9 | 90.0 | 226 | 232 | 47.1 | 47.5 | |
| December..... | 3,039 | 3,045 | 41.6 | 39.8 | 1,825 | 1,839 | 83.8 | 82.6 | 243 | 223 | 46.6 | 47.4 | |
| October-December 1/..... | 7,343 | 7,068 | | | 5,146 | 4,076 | | | 790 | 774 | | | |
| January..... | 2,666 | 2,772 | 49.5 | 41.8 | 2,000 | 2,020 | 88.5 | 80.3 | 261 | 217 | 46.9 | 50.1 | |
| February..... | 2,944 | | 42.4 | | 2,407 | | 76.1 | | 220 | | 49.1 | | |
| March..... | 2,870 | | 44.8 | | 2,389 | | 78.7 | | 239 | | 46.2 | | |
| October-March 1/..... | 16,405 | | | | 11,492 | | | | 1,508 | | | | |
| April..... | 2,938 | | 46.4 | | 2,131 | | 82.2 | | 285 | | 43.2 | | |
| May..... | 2,719 | | 48.5 | | 1,940 | | 90.1 | | 359 | | 43.3 | | |
| June..... | 1,676 | | 47.7 | | 880 | | 97.8 | | 472 | | 41.7 | | |
| October-June 1/..... | 24,276 | | | | 16,359 | | | | 2,727 | | | | |
| July..... | 1,477 | | 46.5 | | 477 | | 105.5 | | 642 | | 40.8 | | |
| August..... | 1,129 | | 47.8 | | 246 | | 115.9 | | 508 | | 42.5 | | |
| September..... | 1,045 | | 49.3 | | 392 | | 109.5 | | 327 | | 43.6 | | |
| Season 1/..... | 28,193 | | 44.3 | | 17,510 | | 85.3 | | 4,322 | | 44.1 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

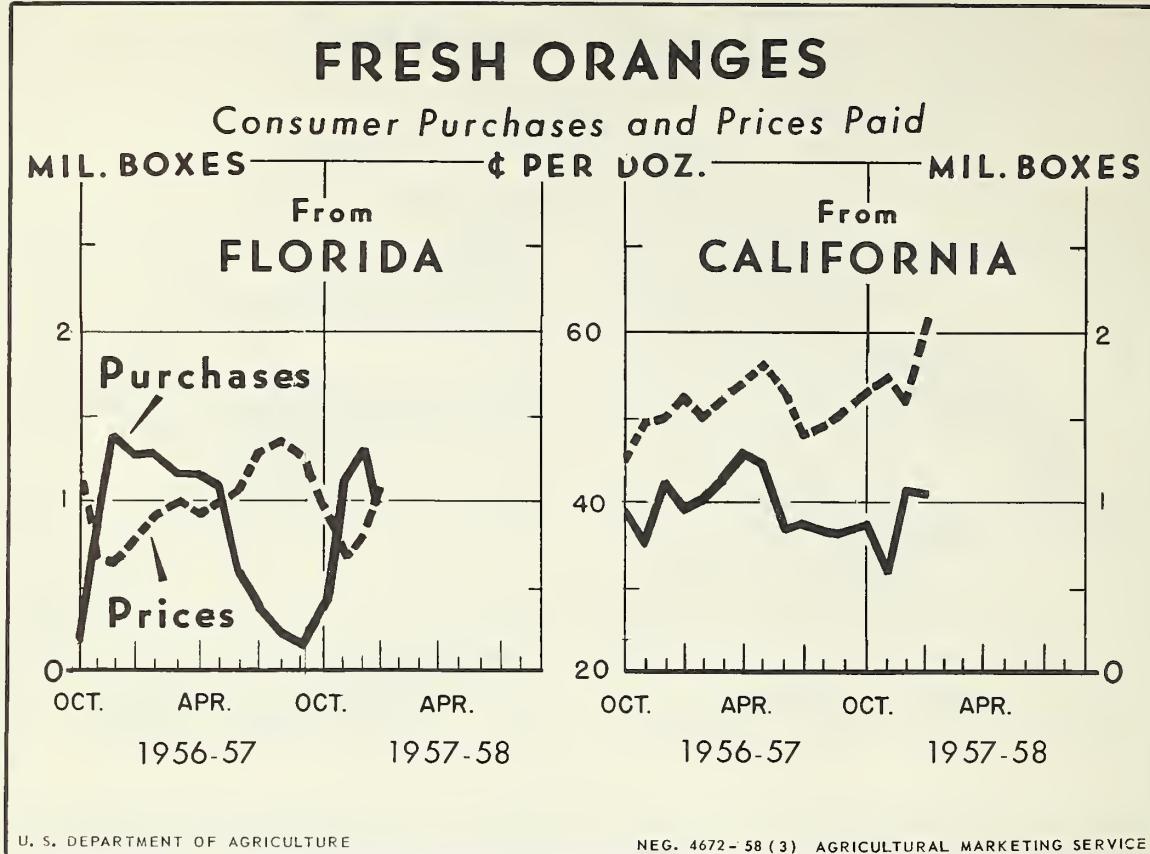


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

| Period | Florida | | | | California-Arizona | | | |
|--------------------------|-------------|-------------|-------------------------|---------|--------------------|-------------|-------------------------|---------|
| | Purchases | | Average price per dozen | | Purchases | | Average price per dozen | |
| | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 | 1957-58 | 1956-57 |
| October..... | 1,000 boxes | 1,000 boxes | Cents | Cents | 1,000 boxes | 1,000 boxes | Cents | Cents |
| October..... | 427 | 166 | 39.0 | 44.9 | 842 | 938 | 53.1 | 45.6 |
| November..... | 1,114 | 855 | 33.4 | 33.4 | 593 | 746 | 54.4 | 48.6 |
| December..... | 1,310 | 1,368 | 35.9 | 32.8 | 1,060 | 1,098 | 51.9 | 49.8 |
| October-December 1/..... | 3,135 | 2,750 | 35.0 | 34.0 | 2,701 | 3,024 | 53.0 | 48.1 |
| January..... | 991 | 1,269 | 42.0 | 35.8 | 1,031 | 978 | 61.9 | 52.4 |
| February..... | 1,294 | | | | | 1,024 | | 50.6 |
| March..... | 1,168 | | | | | 1,126 | | 52.0 |
| October-March 1/..... | 6,769 | | | | | 6,455 | | 51.5 |
| April..... | | 1,165 | | 38.7 | | 1,291 | | 53.9 |
| May..... | | 1,085 | | 39.9 | | 1,221 | | 56.2 |
| June..... | | 575 | | 41.7 | | 846 | | 52.4 |
| October-June 1/..... | | 9,800 | | 39.9 | | 10,054 | | 54.4 |
| July..... | | 383 | | 45.7 | | 887 | | 47.8 |
| August..... | | 200 | | 46.9 | | 810 | | 48.7 |
| September..... | | 117 | | 45.6 | | 800 | | 50.3 |
| Season 1/..... | | 10,532 | | 37.7 | | 12,747 | | 50.9 |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

U. S. DEPARTMENT OF AGRICULTURE
Washington 25, D. C.

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